

PSG Sign University



**Ensignes
Pattison
Sign Group**

Presented by Bill Kovacevic

Senior Technical Advisor – Pattison Sign Group

Seminar 1 – Introduction to Signage Design

Scratching's on a cave wall to Time Square, signs have been part of our everyday life for millions of years. Understanding how modern signage has developed and the key aspects of design discipline create the backbone for this introductory session.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Designer's responsibilities.
- Importance of fabrication techniques & material knowledge.
- Design disciplines in alternative industries.
- Importance of continued education.

Seminar 2 – History of Lettering

Understanding where lettering evolved from, it's components and nuances of executing the various fonts in multiple mediums, let's us comprehend what is achievable and what is not in terms of modern signage elements.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Evolution of letters.
- Overview of calligraphy.
- Fonts and fashion – what letter formats we choose and why.
- Fabrication limitations due to materials and process.

Seminar 3 – Understanding Customer Requirements

From the customers vision through the Sales Representative, Designer and ultimately in the hands of the Fabricator, how do we ensure that the pertinent aspects of the customers design concepts are captured and relayed effectively so that the finished product is what the customer actually had in mind.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Designer beware – questions to ask when starting a project.
- Value of quick sketches versus detailed CAD (Computer Aided Design) drawings.
- Historical lessons we have learned in design etiquette.
- Correct application of materials and fabrication techniques.
- Limitations of manufacturing methods

Seminar 4 – Materials & Methods

A comprehensive review of substrates commonly used in the sign industry including architectural claddings and traditional sign elements. Need to cover off here standard versus custom sizes of materials and the impact to design and therefore cost. Example aluminum sheets - seams versus no seams cost of ordering and stocking custom sheet sizes.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Pro's & con's of material types.
- Custom projects versus volume manufacturing and applying the correct material specifications.
- ACM (Aluminum Composite Material) and other materials used for building façade.
- Integrating glass into the design.
- New technologies emerging.

Seminar 5 – Colors

A journey of color through the history of signs. How colors can change dependent on how they are presented and understanding temperature illumination. The do's and don'ts of colour from a visibility standpoint and how day and nighttime visual impact may be different.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Color temperature of lighting
- Transmissivity of color substrates
- Correct methods for illuminating plastics
- Understanding Kelvin and colors
- What to avoid when choosing colors.

Seminar 6 – Manufacturing & Fabrication

Manufacturing techniques past and present will be explored including thermoforming, welding, joinery and electrical. European trends and their influence on the North American sign industry as well as prototyping versus production capabilities. What we need to consider when prototyping and the importance of first article approval?

Duration: *One hour.* **Presenter:** *Bill Kovacevic & PSG R&D department*

Expected Learning Outcomes

- Past methods and their applications today.
- Aluminum, steel and plastic welding.
- Joinery & woodwork in sign manufacturing.
- Working with plastics to achieve complexed products.

Seminar 7 – Materials for Volume Manufacturing

How materials and methods changed the way signs were made. As equipment and procedures were developed, the volume manufacturing of signs became a consistent and repeatable process at a cost effective price point.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Substrate development through the years.
- Elimination of skilled sheet metal workers with the introduction of advanced machinery.
- Introduction of cheaper materials and the challenges they brought.

Seminar 9 – Branding the Building

The evolution of facility design and how the building became the sign. The move from just placing a sign on a building to a concept that incorporated the brand identity to envelope and complement specific portions of a facility.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- European influence on building design.
- Materials and methods used to “brand the building”.
- History of facilities branding.
- Permitting and regulations.

Seminar 8 – Pylon Signs

The “Road Sign” was once the primary identifier for most businesses. The do’s and don’ts for color, texture and lighting will be explored in this iconic signage element.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Manufacturing materials, base construction & decorative techniques.
- Design principles.

- RGB (Red, Green, Blue) lighting and other visual effects.
- Architectural integration with surroundings.

Seminar 10 – Working with Designers & Architects

Exploration of the working relationship between the construction and design communities and the signage industry. What is the current state and what can we do to create a more harmonious relationship with these upstream partners.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Understanding the requirements of designers & Architects.
- Questions to pose, ensuring manufacturable requests.
- How to create value in the relationship.

Seminar 11 – Designing for the Curtain Wall

Modern architectural designs have complexed curtain walls with glass, stone and metal elements that make mounting signs increasingly difficult. Understanding the nuances of these installations is paramount to a long lasting and successful project.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- Channel letter installation on curtain walls
- Thermal barriers and waterproofing concerns.
- Installation for high rise applications.
- Iconic installations and their story.

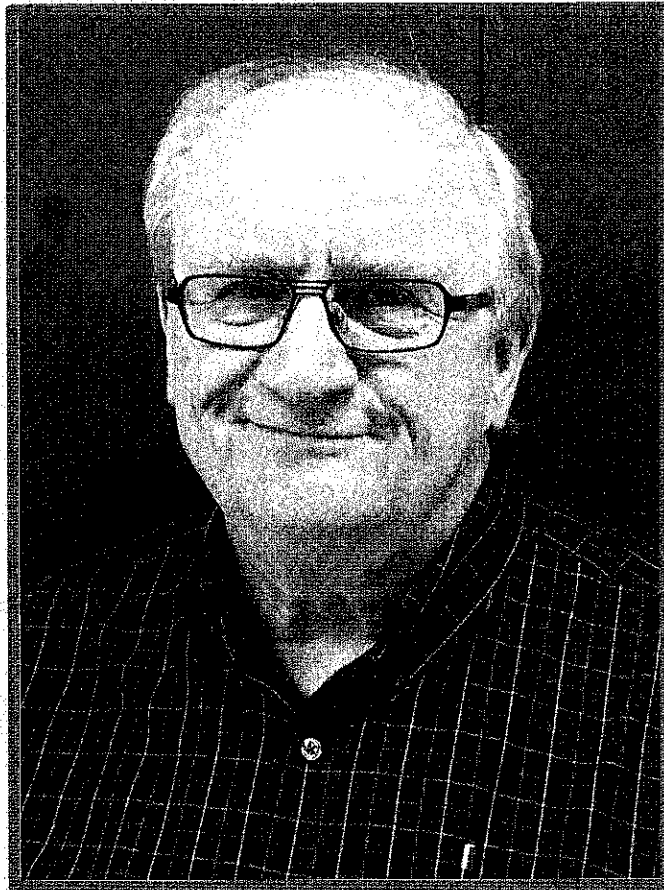
Seminar 12 – Past & Future

Historical review of the signage industry in relation to the predicating 11 seminars and where the industry is taking us as we rapidly move forward.

Duration: *One hour.* **Presenter:** *Bill Kovacevic*

Expected Learning Outcomes

- How the past can shape the future in the use of materials and techniques.
- Signage bylaws – what's next?
- Environmental concerns for signs.
- Our digital future.
- Evolution of signage companies – incorporation of other offerings?



Branislav (Bill) Kovacevic has more than fifty (50) years of sign experience. His career includes starting out as a commercial artist apprentice with Lunan Advertising to later becoming the Vice President of Research and Development at Transworld Signs. In July 2011, Bill joined Pattison Sign Group as a senior Technical Advisor.

In the course of Bill's career, he has successfully introduced new methods and materials to the sign industry, including, but not limited to thermoforming plastic with pre-applied vinyl, SMC (Sheet Molding Compound) and CPM (Cold Press Molding) polymers, polymer thermo-formed channel letters and frameless faced channel letters.